

**GOVERNMENT OF ANDHRA PRADESH  
ABSTRACT**

A.P. Tourism- Designing and Production cost of branding collateral for Heritage Walks - Sanction of Rs.1,24,582/- Orders – Issued.

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**YOUTH ADVANCEMENT, TOURISM AND CULTURE (PMU) DEPARTMENT**

G.O.Rt.No. 893

Dated:04-11-2009

Read the following:

1. From M/s. Tempest Advertising Pvt., Ltd., P&T Colony, Secunderabad.  
Lt.No.Nil, Dt.21.08.2009.
2. Lt.No.3692/PMU/DDC/2009, YAT&C (PMU) Dept., Dt. 20-10-2009.
3. Invoice No.PR/067/09-10, Dt.22-10-2009, 4. Invoice No. 1329, Dt. 23-10-2009
5. Invoice No.PR/070/09-10, Dt.26-10-2009 & 6. Invoice No.PR/071/09-10, Dt.27-10-2009.

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**ORDER:**

The Government of India is funding a project by name Charminar Area Development project which is under implementation. The Heritage Walk is one of the components of the project.

2. M/s. Tempest Advertising Pvt., Ltd, Secunderabad, have been entrusted with the job of Designing and Production cost of branding collateral for Heritage Walk amounting of Rs. 1,24,582/- (Rupees One Lakh Twenty Four Thousand Five Hundred and Eighty Two only) towards Designing, Printing & Artwork charges for Heritage Walk Logo, Brochure (Foldout), Sketches of Heritage sites covered in the walk, Stall / Booth design, - Production Charges for Posters, Tickets, Foldout brochure, Inaugural Flag, Stall Facia. - Creative, Production and Transportation Charges for Standees architecture of the old city of Hyderabad. – Charges for Heritage Walk at Charminar for Ply Stage, Synthetic Carpet, Black Skirting, Flex Print Fixing, Flex Printing Banners, Wooden backdrop, Sound (DAS Aero Series), Cordless mics (AKG's), Emcee and Mega Phone, vide 3, 4, 5 & 6 reference cited. After completion of the work the said agency as per the work order, has forwarded a bill amounting to Rs. 1,24,582/- requests for payment.

3. Government after careful examination, hereby accord sanction for an amount of Rs.1,24,582/- (One Lakh Twenty Four Thousand Five Hundred and Eighty Two only) towards Designing and Production cost of branding collateral for Heritage Walks.

4. The amount sanctioned at para (3) above shall be paid from the Central Finance Assistance Funds for development of Charminar area of Hyderabad, Andhra Pradesh, received from DOT Rs.5,51,760/- vide Cheque No. 067314, dt.22-09-2009 to PMU for taking up Heritage Walks.

5. The Assistant Secretary to Government and Drawing & Disbursing Officer. Youth Advancement, Tourism & Culture Department shall draw and disburse the amount sanctioned at para (2) above to M/s. Tempest Advertising Pvt., Ltd, P&T Colony, Secunderabad by way of a cheque / Demand Draft.

**(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)**

**JAYESH RANJAN  
SECRETARY TO GOVERNMENT (T)**

To,  
M/s. Tempest Advertising Pvt., Ltd., P&T Colony, Secunderabad.  
The Assistant Secretary to Government & D.D.O., YAT&C (PMU) Department,  
The Deputy Pay & Accounts Officer, A.P. Secretariat Branch, Hyderabad.

**Copy to :**

The YAT &C (PMU)- Claims Department.  
SF/SCs

//Forwarded :: By Order//

**SECTION OFFICER**